

ORDER



KLAS

Orders
Order / Rev: 37174
Alt Order #: 08859156
Product Desc: AFSCME / ISSUE
Estimate:
Flight Dates: 09/05/12 - 09/25/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: GENERAL

Primary AE: Todd Berry
Sales Office: K-PHI
Sales Region: National

Agency Name: Campaign Group
Buying Contact:
Billing Contact:
 1600 Locust Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: AFSCME - IS
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 04/10/08
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	123	\$155,365.00	\$132,060.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	123	\$155,365.00	\$132,060.25	0.00
Totals	123	\$155,365.00	\$132,060.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Todd Berry			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	26%	\$155,365.00
Market	100%	\$597,557.69

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KF8T	0%	\$0.00
KINC	0%	\$0.00
KTNV	13%	\$77,682.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	33%	\$197,194.04
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/05/12	09/25/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	5	\$750.00	LV1	0.00	NM	14	\$10,500.00
Live With Regis & Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/05/12	09/11/12	M-WT---			5		\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	09/10/12-09/10/12		Live w/Kelly		9-10a	M-----	:30		\$750.00		0.00	NM		
Week:		09/12/12	09/18/12	MTWTF--			5		\$750.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	8	09/25/12	09/25/12	Tue 10-11p Vegas	CM	10-11p -T-----	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
VEGAS														
10	8	09/22/12	09/22/12	Sat Prime Special KLAS Movie: Dick	CM	8-10p -----S-	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
CRIMETIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-			1		\$3,000.00		0.00			
11	8	09/05/12	09/25/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p MTWTF--	:30	3	\$1,900.00	LV1	0.00	NM	9	\$17,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	MTWTF--			3		\$1,900.00		0.00			
Week:		09/12/12	09/18/12	MTWTF--			3		\$1,900.00		0.00			
Week:		09/19/12	09/25/12	MTWTF--			3		\$1,900.00		0.00			
12	8	09/08/12	09/22/12	8 News Now Sat 11p 8 News Now Sat 11p	CM	11-1135p -----S-	:30	1	\$900.00	LV1	0.00	NM	3	\$2,700.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$900.00		0.00			
Week:		09/10/12	09/16/12	-----S-			1		\$900.00		0.00			
Week:		09/17/12	09/23/12	-----S-			1		\$900.00		0.00			
13	8	09/05/12	09/25/12	Letterman Letterman	CM	1135p-1237a MTWTF-- (11:35 PM-12:37 XM)	:30	3	\$750.00	LV1	0.00	NM	9	\$6,750.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--			3		\$750.00		0.00			
Week:		09/10/12	09/16/12	M-WTF--			5		\$750.00		0.00			
Week:		09/17/12	09/23/12	-----			0		\$0.00		0.00			
Week:		09/24/12	09/30/12	MT-----			1		\$750.00		0.00			
14	8	09/05/12	09/25/12	Craig Ferguson Craig Ferguson	CM	1237a-137a MTWTF-- (12:37 XM-1:37 XM)	:30	3	\$350.00	LV1	0.00	NM	9	\$3,150.00
LATE LATE SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	MTWTF--			3		\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/05/12-09/10/12		Craig Ferguson	1237a-137a		(12:37 XM-1:37 M-WThF----	:30	\$350.00		0.00	NM		
Week:		09/12/12	09/18/12	MTWTF--			3		\$350.00		0.00			
Week:		09/19/12	09/25/12	MTWTF--			3		\$350.00		0.00			
15	8	09/05/12	09/25/12	137-237a M-F Elec Plyg&M Elec Playground/ET	CM	137-237a MTWTF-- (1:37 XM-2:37 XM)	:30	3	\$85.00	LV2	0.00	NM	9	\$765.00
NATE BERKUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	MTWTF--			3		\$85.00		0.00			
Week:		09/12/12	09/18/12	MTWTF--			3		\$85.00		0.00			
Week:		09/19/12	09/25/12	MTWTF--			3		\$85.00		0.00			
16	8	09/08/12	09/22/12	Sat 1135p-1235a Priv Pr&M Private Practice	CM	1135p-1235a -----S-	:30	1	\$250.00	LV1	0.00	NM	3	\$750.00
PRIVATE PRACTICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1		\$250.00		0.00			
Week:		09/10/12	09/16/12	-----S-			1		\$250.00		0.00			
Week:		09/17/12	09/23/12	-----S-			1		\$250.00		0.00			
17	8	09/05/12	09/25/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a MTWTF--	:30	2	\$800.00	LV1	0.00	NM	6	\$4,800.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	M-WTF--			2		\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/05/12-09/10/12		CBS This Morning 7-9a	7-9a		M-WThF----	:30	\$800.00		0.00	NM		
Week:		09/12/12	09/18/12	MTWTF--			2		\$800.00		0.00			
Week:		09/19/12	09/25/12	MTWTF--			2		\$800.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	8	09/05/12	09/25/12	Ellen Ellen	CM	3-4p MTWTF--	:30	3	\$900.00	LV2	0.00	NM	8	\$9,200.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	M-WTF--				3	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	09/05/12-09/11/12		Ellen		3-4p		M-WThF----	:30	(\$900.00)	0.00	NM		
See MG 18.10														
[due to last minute CBS program change to Tennis 1-330pm and 330-4pm Generic 8 Newsnow - LM]														
2	8	09/05/12-09/11/12		Ellen		3-4p		M-WThF----	:30	(\$900.00)	0.00	NM		
See MG 18.10														
[due to last minute CBS program change to Tennis 1-330pm and 330-4pm Generic 8 Newsnow - LM]														
10	8	09/22/12-09/22/12		Sat Prime Special		8-10p		-----Sa--	:30	\$2,900.00	0.00	NM		
Ⓜ MG for 18.1,3.3,18.2														
Week:		09/12/12	09/18/12	MTWTF--				3	\$900.00		0.00			
Week:		09/19/12	09/25/12	MTWTF--				3	\$900.00		0.00			
19	8	09/13/12	09/13/12	Thu 10-11p Person Of Interest	CM	10-11p ---T---	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
PERSON OF INTREST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$7,500.00		0.00			
20	8	09/23/12	09/23/12	Sun 9-10p The Good Wife	CM	9-10p -----S	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
THE GOOD WIFE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$8,500.00		0.00			
22	8	09/08/12	09/22/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p -----S-	:30	1	\$500.00	LV1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$500.00		0.00			
Week:		09/10/12	09/16/12	-----S-				1	\$500.00		0.00			
Week:		09/17/12	09/23/12	-----S-				1	\$500.00		0.00			
23	8	09/09/12	09/16/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn-----S	:30	1	\$1,500.00	LV1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,500.00		0.00			
Week:		09/10/12	09/16/12	-----S				1	\$1,500.00		0.00			
E 24	8	09/25/12	09/25/12	Tue 9-10p NCIS: LA	CM	9-10p -T-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$18,000.00		0.00			
25	8	09/12/12	09/12/12	Wed 9-10p Criminal Minds	CM	9-10p --W----	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$7,500.00		0.00			
Totals												123	\$155,365.00	